

ARCHITECTURE

new jersey

AMERICAN INSTITUTE
OF
ARCHITECTS

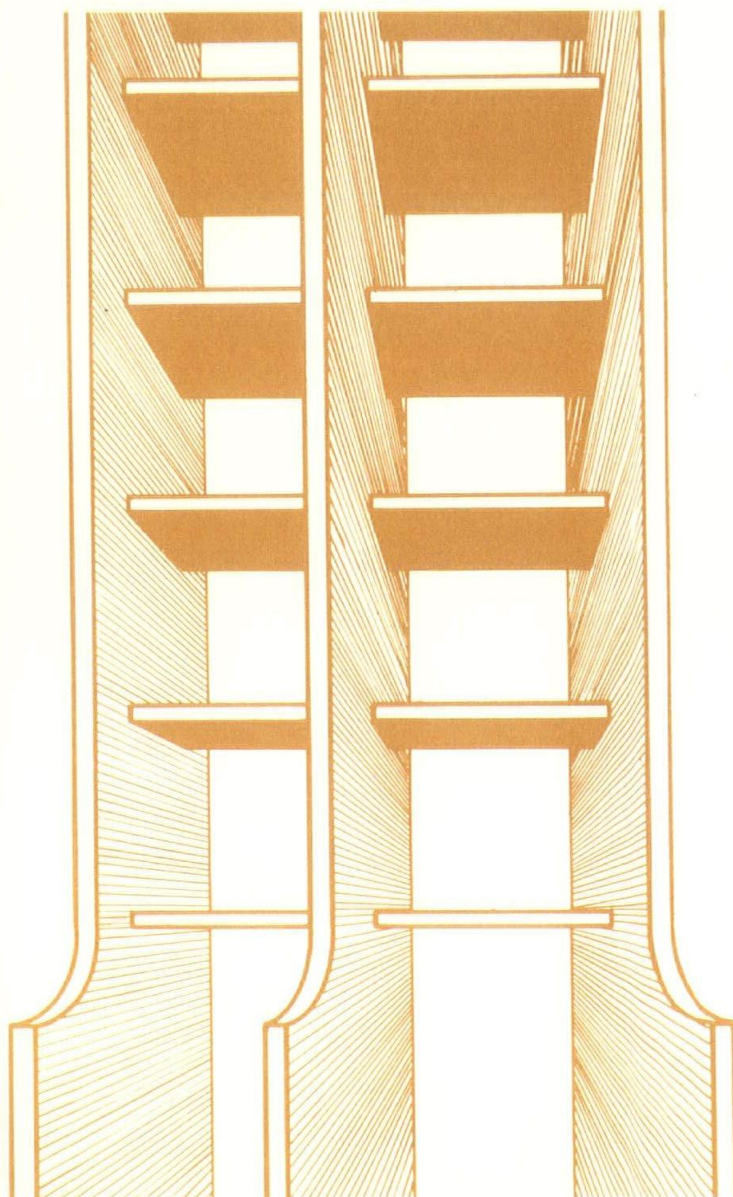
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The Contemporary Bearing Wall conceptBuilding Codes say... "YES".

Recent research and technical advances of brick masonry have led the way to new "acceptable engineering practices" in many building codes. The acceptance of the industry's new reference code now allows the designer to analyze, design and construct imaginative high-rise brick bearing wall buildings . . . at costs less than structural frame systems of either . . . concrete or steel.



NATIONAL CODE ACCEPTANCE—

"Recommended Building Code Requirements for Engineered Brick Masonry" (SCPI May 1966) has been accepted by reference by the following national model codes:

BOCA Basic Building Code—(1965)—Supp. #1 1966

National Building Code—1967 Edition

Southern Standard Building Code—(1965)—1967 Revision (Reinforced Brick Masonry section only, other sections submitted for Committee approval in November)

STATE CODE ACCEPTANCE—

The following states have adopted the SCPI recommended code by reference:

Pennsylvania—Dept. of L&I Building Regulations—Sept. 22, 1966

North Carolina Building Code—April 1, 1967

Ohio Building Code—July 3, 1967

STATE ACCEPTANCE OF HIGHER STRESSES—

Higher allowable working stresses for the design in brick masonry have been accepted by:

Standard Building Code of New Jersey—Supp. #3-1967

CASE STUDIES OF BUILDINGS—

Case studies are available of buildings applying the **CBW** concept and the principles of the New Codes:

Monastery for St. Vincent Archabbey, Latrobe, Pa.	7 stories
Holiday Inn, Austin, Texas	13 stories
Heritage House (HUD), Canton, Ohio	9 stories
Park Towers Apts., Corpus Christi, Texas	8 stories
Oakcrest Towers, Prince Georges Co., Md.	8 stories
Park Mayfair-East, Denver, Colorado	17 stories
Penn Plaza Apts., Pittsburgh, Pa.	9 stories
Housing for the Elderly (HUD), Rock Island, Ill.	11 stories
Moorestown Plaza Apts., Mapleshade, N.J.	9 stories

As a designer you can apply the **Contemporary Bearing Wall** concept to your next apartment, motel or dormitory project . . . utilizing brick as a structural material to achieve lower building costs and real speed of erection. The result . . . a pleased client . . . and you will be, too. We invite your investigation.

CBW manuals, Case Studies and new Code available by request.

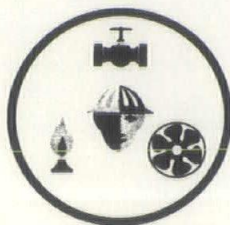
**Structural Clay Products Institute
Northeast Region**

One Bala Avenue Bldg., Bala-Cynwyd, Pa. 19004
2301 N. Charles St., Baltimore, Md. 21218

C □ B □ W

H Y D R O N I C S I N O R D Y H
S L O O C H E A T S
T S E B E S T
T O O !

Ordinarily, X = Unknown. In this case
it equals tried and proven performance

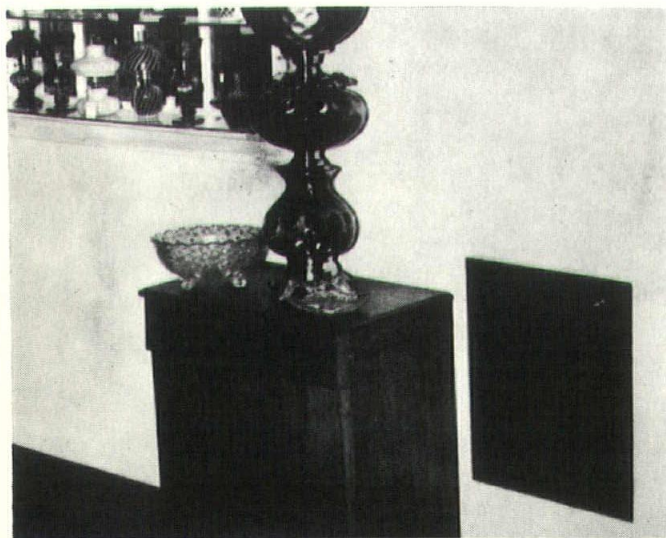


THE MECHANICAL CONTRACTING INDUSTRY COUNCIL OF
NEW JERSEY • 134 Evergreen Place, East Orange, New Jersey

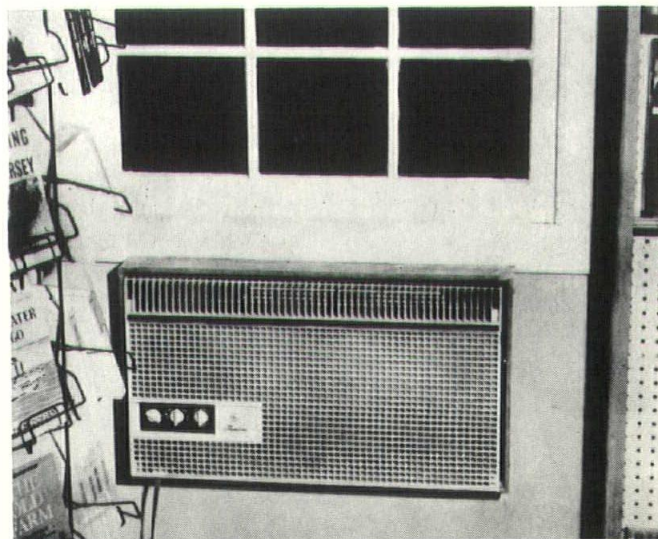
Paul Bunyon Village in Flemington pioneers the Total Electric shopping center



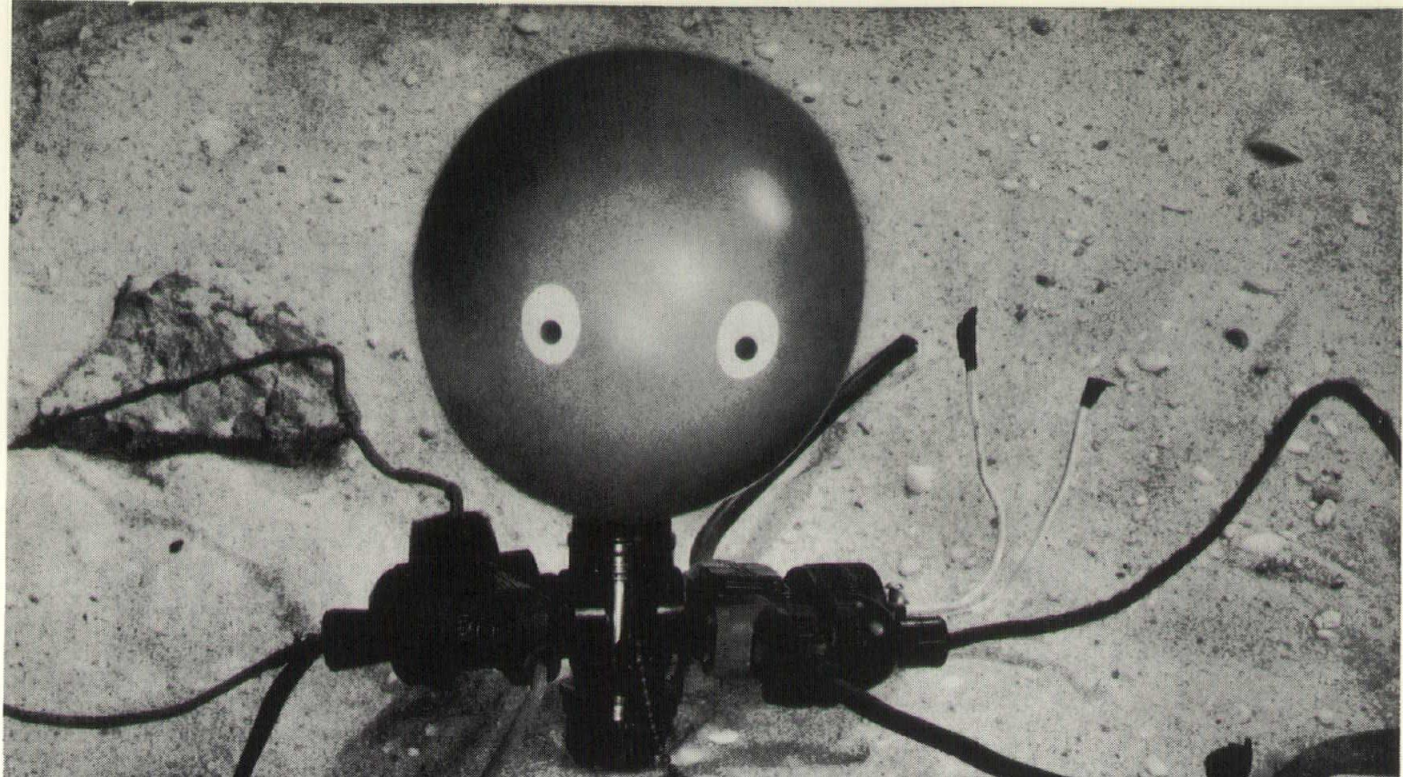
The design of this nine-shop village is Early American. The planning, totally modern . . . totally electric. The colonial good looks are enhanced because exterior vents and flues are eliminated. Electromode wall-mounted heaters and G.E. Thinline air conditioners save valuable store space. Individual temperature control in each store keeps customers happy, while low installation costs and easy up-keep make store owners even happier. These are just a few of the reasons why the owner and developer of the Paul Bunyon Village looked to electricity for a modern solution to modern problems. It doesn't hurt to follow a good example.



The Electromode heater is so safe and clean that delicate glassware can be placed nearby and stay free of excessive dust.



The General Electric Thinline air conditioner gives off no blasts of cold air and is extremely compact.



Is There an Octopus Lurking Among Your Designs?

Specify FULL HOUSEPOWER WIRING!

Those ugly conglomerations of wires and plugs converging from every direction into a single, lonely outlet are what we call octopus outlets. They're not only unsightly, they're dangerous. And easily avoidable when you specify Full Housepower Wiring* for the homes you design. Adequate wiring is the only way to handle the power demands of today's electrical living. So if you promised your clients a *really* new home, keep in mind that Full Housepower gives meaning to the word "modern."

**At least: 100 ampere service entrance—12 circuit distribution panel—properly-planned outlets, circuits and switches.*



PUBLIC SERVICE ELECTRIC AND GAS COMPANY

protect unemployment benefits

Should members of the architectural profession concern themselves with the controversy over unemployment benefits for strikers?

The answer is simple: The construction field is involved in one of the hottest issues in recent New Jersey legislative history.

Reduced to even more direct terms, the bill whose passage gave jobless benefits to strikers can have a very serious effect on new residential and business construction plans in the Garden State because it creates the kind of climate which does not encourage corporate expansion.

Last spring a bloc of labor union-oriented legislators introduced a bill known as Senate No. 400. In a legislative blitzkrieg, almost without parallel in the state's history, the measure was passed by the Senate and sent to the Assembly where similar quick approval was expected.

The "PUB" committee (New Jerseyans to Protect Unemployment Benefits) challenged the powerful forces of organized labor and the Governor's office to launch a vigorous protest campaign. Thanks in large measure to the unanimous backing of the newspapers of the state, a wave of public indignation resulted in a record tide of telegrams and letters to legislators with the result that a public hearing was held.

Despite a heavy preponderance of testimony against the scheme, S-400 passed the Assembly by the thin margin of one vote and was quickly signed into law by Governor Hughes.

However, it does not become effective until January 1, 1968, this allows time to gird for the second phase of the battle. Aim: To organize such a public outcry that the Legislature will repeal Chapter 30.

The "PUB" organization is steering clear of the political shoals in this election year. However, it is obvious that such a sensitive matter as forcing **all** workers to help finance strikes, whether or not such workers are members of unions, is a major issue.

Every seat in both the Senate and Assembly is at stake this fall, thanks to reapportionment, and Hans Traulsen, Chairman of PUB, believes that many legislators who voted for S-400 are now wishing they hadn't.

The main argument mustered by proponents of Chapter 30, so far, has been that the law requires a six-week waiting period before strikers can receive unemployment checks.

The fallacy in this reasoning, is that the stated period automatically limits the period during which labor unions are forced to dip into their own treasuries to finance their members who are on the picket line. This will harden labor's attitude at the bargaining table and encourage strikes.

The New Jersey Society of Architects is only one of the many organizations which have expressed support of the PUB campaign.

Official Publication of

NEW JERSEY SOCIETY OF ARCHITECTS

A Region of The American Institute of Architects
120 Halsted Street, East Orange, N. J. 07018

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***Alternates**

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ARCHITECTURE

new jersey



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COVER: East Pennsauken Methodist Church

Thomas, Kolbe, Thomas, Poponi, Architects,
Pennsauken, N. J.

Awarded Citation for Outstanding Architectural Excellence in Design at 1967 convention. All Award winners will be published in subsequent issues of **ARCHITECTURE, new jersey**.

the president's page

About the time this is on the press, we will be in Asbury Park discussing "Forecast 77" in a series of seminars examining our methods of practice, our building technology and educational requirements for architecture for years hence. At the same convention, our business sessions will primarily be concerned with ways of changing our organization to make it more efficient and meaningful to our profession and our society; also ways to pay for the anticipated progress. This is exceedingly healthy and I have high hopes that it will be both fruitful and enlightening for all of us.

I also have some doubts; grave doubts about the present preoccupation with tools, means and techniques to handle our quantitative financial, technical, physical and managerial problems without a similar preoccupation with parallel qualitative solutions. Not qualitative in terms of "design" (in deliberate quotes) but qualitative in terms of the creation of a total and rewarding physical environment for peoples that will satisfy their needs.

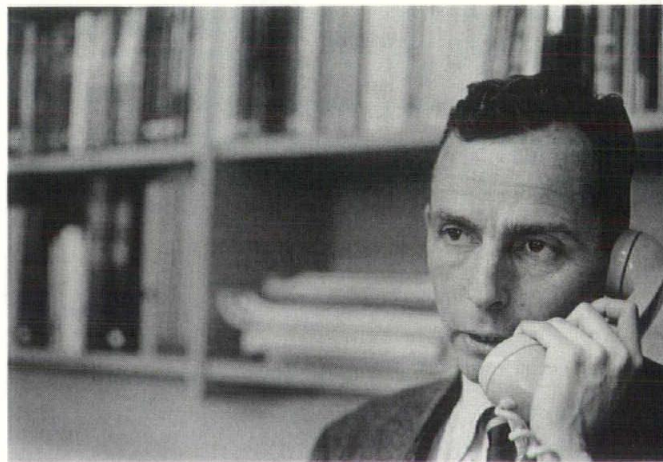
Both qualitative and quantitative solutions are needed—the concern is that we are treating them separately, with the presumption that there can be a priority and that the physical solution may precede the establishment of goals in order to make them possible. I have strong feeling that we need to arrive at a consensus of opinion now on what society **needs** as an environment while we are pursuing technical answers as to how to produce the physical reality in large enough quantities.

What I am suggesting will require a great deal more effort, time and money from all of the design professions and other components of the building industry as well as leaders in the areas of political science, sociology, economics and other related fields. It is unfortunate that the answers do not lie in a new simple "dream city" concept; they will only come after a searching analysis of what kind of physical environment will meet the needs of our future society (or even our present day society) and will contribute in a positive fashion to that society.

We know that factors such as quiet homes, good views, a sense of space within and without, etc. all contribute to the general creation of so called better communities. How can these be applied to low cost housing and intense urban concentrations in population and what is their relative importance to the total result? What kind of housing, what degree of density, what facilities are required to serve the lower economic and deprived ethnic groups of our population? How do we finance the needs of these groups and what techniques are required to produce an environment for them at a cost that they and society can bear?

These and many other questions require answers and they are not going to come easily or quickly, but without answers such as these we have no real direction to pursue other than our present course. This, unfortunately, will mean the proliferation of the very bad environment that we are trying to eradicate in our cities today.

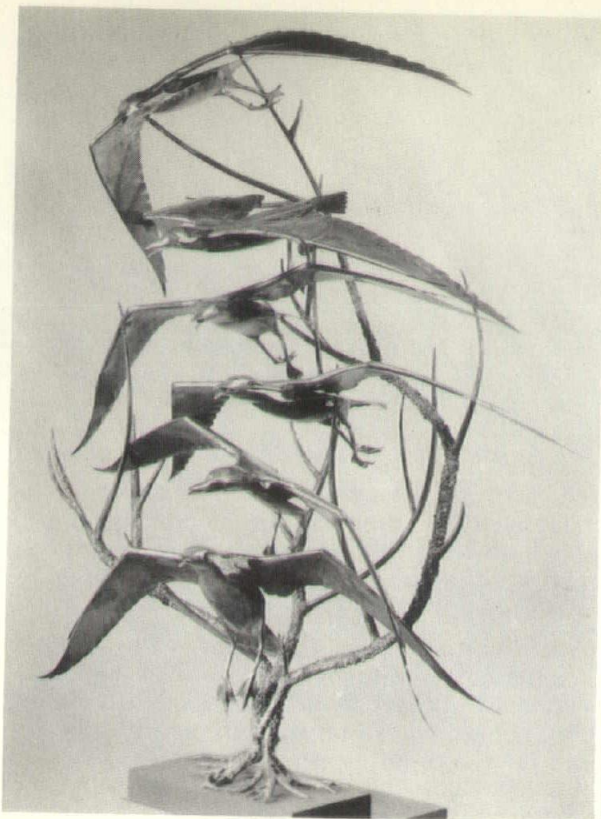
A direct and deeply rooted research program is needed now if what we accomplish today and tomorrow is to be meaningful in the long run. If, through efforts such as this, we can penetrate some or all of the problems involved, our goals will become clear and the tools needed to reach those goals will, I am sure, already be at hand. If they are not they will be forthcoming.



The most difficult problem we will face will be the ever-present problem of financing those goals which we desire. The solutions to this are both political and economic. The economic problems may be solved with greater and more imaginative, technical, and managerial involvement in construction processes together with innovations in financing. The political problem will only be solved with the support of the people of the country at large. If we can produce the leadership and provide goals that make sense to John Q. Citizen, and we pursue their accomplishment, they will be achieved. John Q. Citizen, with a goal firmly in mind, is even in present day America the most potent political force yet discovered. Once the people have crystalized their desires and pursue them, the economic solution required will be possible politically and socially.

We need to think deeply now about what it is we really wish to accomplish. If we do not, what we achieve in the next quarter century may have sown the seeds for a more desperate problem in the future.

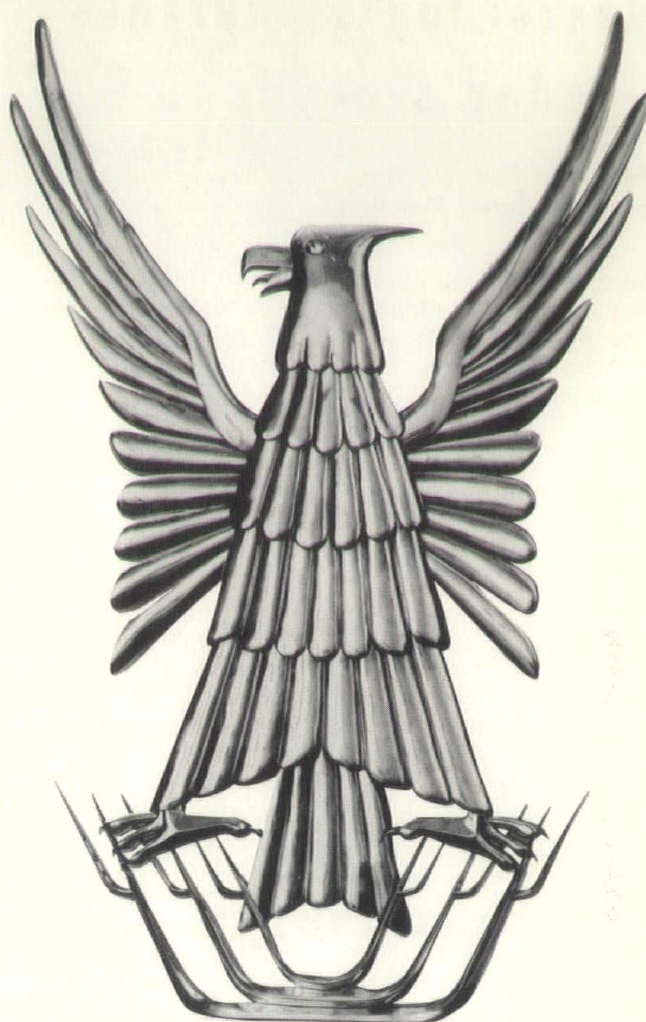
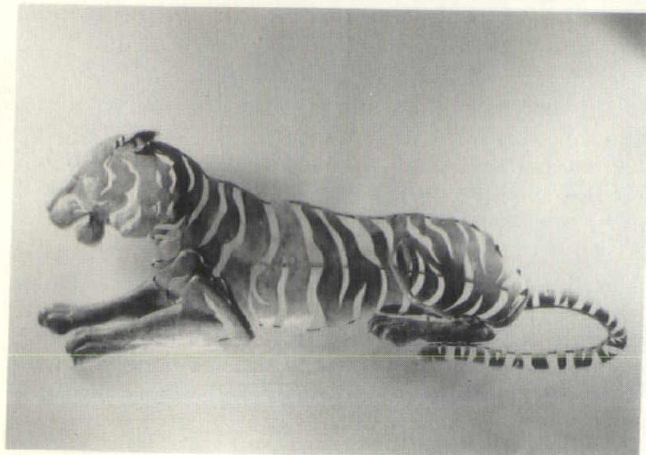
*James A. Swackhamer, AIA
President*



Madison Towers, New Haven, Connecticut

john bradley, sculptor

Princeton Club, New York City



Phoenix Assurance Group Building, New York City

In our continuing efforts to promote the use of art in architecture, we present the work of John Bradley, Sculptor.

Mr. Bradley's studio is in East Hanover. He began his career as a painter, switching to the field of sculpture about ten years ago. While at one time he specialized in bird and animal pieces, his fields of interest have now broadened to include figure work and abstractions.

The photographs on this page portray a few of Mr. Bradley's pieces, which grace the buildings for which they have been designed.

yesterday's churches —today's needs

**AIA President Durham
Suggests Team Planning**

In today's formless society where religion is constantly re-evaluating itself in terms of humanism, the monumental spire of church architecture of the past has lost its symbolic significance of man's desire to communicate with a highly individualized concept of a Diety.

There should be new and meaningful forms to the concept of church architecture. There should be a "real human scale" with the qualities of a genuine house which expresses the world of living persons, instead of objects.

This is the major theme expressed by the International Congress on Religious Architecture and the Visual Arts which met recently in New York City. Speakers from 30 nations called for less of the monumental and structured house of worship with an elegance that is incongruous in the changing cities where people might be more at home

in a "store front" church.

The old concept of church building with its frightening image of domination, concludes the Congress, is uninviting in today's culture, and denies the role of the church as a servant of the parishioners.

Robert L. Durham, FAIA, President of The American Institute of Architects, in addressing the Congress stated, "The architect alone cannot change the design of churches and synagogues. I propose a design team solution—clergy, psychologist, sociologist, educator, social worker, city planner, engineer and architect. The architect is best suited to captain the team. Aware that religious groups are re-thinking their function in a formless society, the architect, supported by such a team, can give meaningful form to new concepts in church architecture."

aia president urges teamwork in highway design

"We must create for our National Highway System a positive physical image expressing its true nature as a great national monument," the President of The American Institute of Architects, Robert L. Durham, FAIA, said in an address before the Sesquicentennial Forum on Transportation Engineering in New York City.

Urging that a team of specialists—engineers, economists, sociologists, planners, and architects—plan and design the urban freeway, Mr. Durham said that the system must be made to fit compatibly into the urban or natural fabric which it traverses. "In this century," he said, "highway engineers have learned to build roads which are far superior to anything built in the past. . . . But, when we attempt to install these marvelously engineered products in the midst of our cities, we often as not fail miserably."

Citing examples from major cities across the

country where concrete and steel expressways have isolated entire city areas or spoiled impressive views, Mr. Durham pointed out that where the Design Concept Team is in practice well designed systems of underpasses and bridges and careful landscaping have fit the highway into the environment.

"Highways, like buildings, must be placed into the environment with great care," he said. "Each site, each neighborhood, each stretch of countryside has unique qualities that responsible highway architecture can acknowledge and develop."

Mr. Durham urged that the design team be called in at the beginning of the project. He said that the tested principles of sound design, properly understood and acknowledged, can immeasurably benefit even the most thoughtfully engineered transportation system.

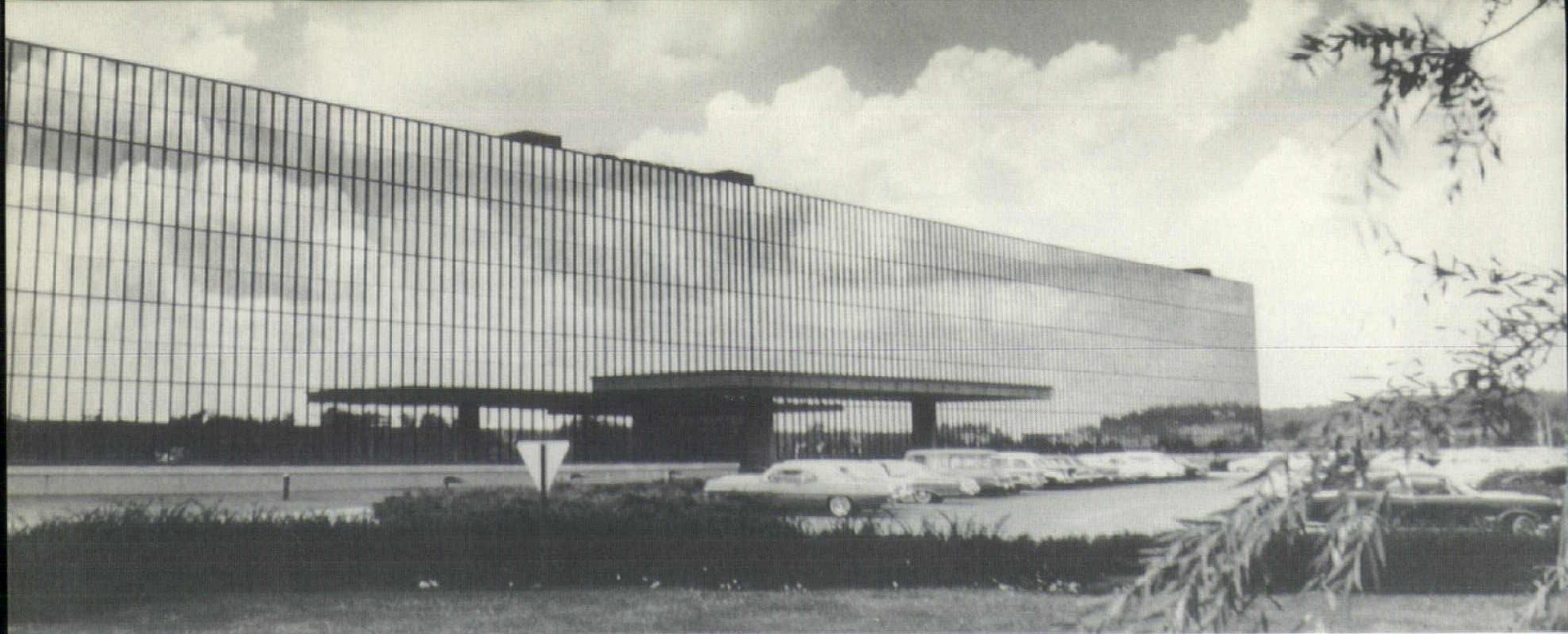


The American Institute of Architects annually celebrates a number of recent buildings found by an impartial jury to embody substantial and particular architectural achievement. Although these buildings, thusly awarded, may be found in various parts of the world and the nation, two are located in New Jersey. We proudly present them on the following pages.

Honor is due the Owner and the Architect for these achievements but for New Jersey this is an achievement, also. For the State with the greatest population density in the nation, with great urban and suburban land use problems, this is encouragement indeed.

Perhaps it is true that some day the expression, "The Garden State," will not imply just large vegetable and parkway enterprises, but also great urban enterprises encompassing sun and air and open spaces.

Ernest O. Bostrom, AIA



How do you design laboratories for people who converse with the stars and who work towards giving the public Picturephones?

This was the problem of Eero Saarinen and Associates who were engaged to design the Bell Telephone Laboratories new telecommunications center in Holmdel Township.

The company had drawn up a list of eight criteria which it felt should be a minimum to be fulfilled by any ultimate design. They were:

- Maximum flexibility in the use of space for good offices and laboratories.
- Centrally located common service facilities such as library, medical, personnel, restaurant, auditorium, reproduction and other facilities.
- Flexibility to make changes in laboratories, with minimum interruption of work.
- Minimum traffic past offices and labs.
- Central air conditioning.
- Minimum distance from parking lots to buildings.
- Road system to eliminate pedestrian traffic across roads and to keep traffic problems on public roads to a minimum.

- Construction and operating costs as low as possible.

The construction began in 1959 and was recently completed. Saarinen died in 1961 but his work was carried on by Eero Saarinen Associates, who finished the first phase, and by its successor firm, Kevin Roche John Dinkeloo and Associates of Hamden, Connecticut, who were consultants for the second phase.

Ringed by wooded hills, the Laboratory is a six-story structure of reinforced concrete, set on sunken piles and enclosed by a curtain wall of one-way mirror glass.

The building is actually four separate, identical sections within the glass curtain wall and under one roof.

Panes of the wall are two panels of clear glass with a thin coating of aluminum between them, enabling them to reflect 65 percent of the sun's heat while allowing 15 percent of the light to enter.

The reception and lounge areas and the interior garden courts form a cross-shaped open space that separates the four buildings. The expense of enclosing the four sections in this manner was no more costly than enclosing each of them and

their connecting passage ways separately. The arrangement makes possible lower heating and air conditioning costs.

The interior was designed for flexibility in the use of space. Steel partition walls can be moved easily and economically to provide small or medium sized private offices or large offices for typing pools and drafting. Large or small laboratories can also be set up through shifting partitions.

Glass panels on the upper part of the side and aisle partitions give a feeling of space by not completely closing in the office or lab with a solid wall.

Flexibility in the offices is featured by a rear wall comprised of interchangeable furniture components such as wardrobe closets, shelves and file cabinets. The arrangement of the components can be selected as the occupant prefers. Closet doors and blank panels are finished in an attractive leather-textured vinyl.

Since the offices and labs for the more than 4,000 occupants have no outside windows, they must depend on efficient fluorescent lighting and air conditioning exclusively. Lighting is provided by some 20,000 fluorescent fixtures which serve a

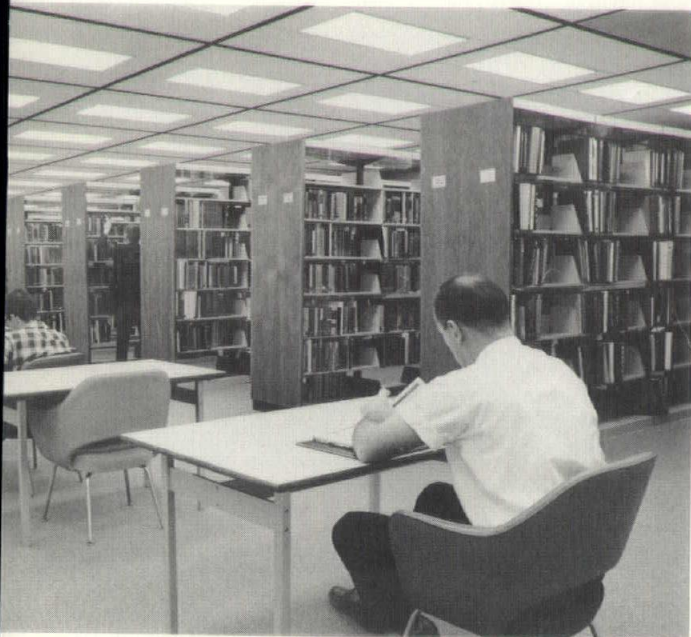
bell telephone laboratories

holmdel township, n.j.

Architects:

Eero Saarinen Associates, First phase
New York City

Kevin Roche, John Dinkeloo & Associates, Second Phase
Hamden, Conn.



double purpose. In general, every other one provides an outlet for air conditioning. Most rooms have individual thermostat control.

Four reflecting pools blend with the landscaping. The largest, which is in the esplanade at the front of the building, covers about six acres and holds six million gallons. This water, through a fire pump connection, serves as a fire-fighting reserve. The pool also has an attractive spray system which serves as condenser water for the air conditioning system. The spray nozzles provide evaporative cooling for condenser water requirements eliminating the need for unsightly cooling towers.



american cyanamid headquarters

wayne township, n.j.

Architect:

Vincent G. Kling, FAIA
Philadelphia, PA.

The melding of the building, earth and site into a unified, overall environment has produced a seven-award winning office headquarters of American Cyanamid in Wayne Township.

Designed by Vincent G. Kling, FAIA and Associates of Philadelphia, the center is composed of three distinct units: a 935 foot by 72 foot four-story serpentine administrative building, a squared plan, five-story, executive wing and a one story cafeteria wing.

The serpentine shape of the administrative building was suggested by the natural contours of the site. It also overcame the monotony which might have resulted in a rectangular building of similar size. The narrow plan allows every office a view of the outdoors. The curvilinear form provides an endless variety of vistas not only of the surrounding valleys and hills but also of other portions of the building itself, giving 1,400 employees a sense of relation and a feeling of belonging to a whole. The five-story executive wing is set apart from the administrative building to provide relative quiet and larger office spaces for the principal officers of the company.





The cafeteria dining room has been designed as an area for relaxation, providing a change-of-pace from the highly efficient office areas in the center. The one story unit is a separate wing cantilevering over the sloping terrain from the east side of the administrative building. Floor to ceiling glass at all four corners and a continuous low clerestory around the central dining area provide ample natural light and breathtaking views of the valley below.

Transition between the modern office building and the rustic site is softened by the use of materials which blend with the natural surroundings—natural stone retaining walls, brick-paved terrace, warm sepia-bronze tinted glass and precast concrete spandrels with exposed quartz aggregate.

The company asked Architect Vincent Kling to utilize a number of its own building materials in the design of the new structure so the completed building would be a statement for Cyanamid products.

Maximum use of company products is evident in the interiors of vinyl plastic in wall covering and floor tiles, formica wall panels, base boards, moveable partitions, doors, induction unit enclosures, and table tops. Creslan fibre is used for rugs and draperies. More than 80 percent of the interior walls are covered with materials manufactured by American Cyanamid.

Hidden efficiency was also designed into the building:

- Equipment cables in the second floor computer area are concealed under a special removable floor placed over a 12-inch deep well.
- An underfloor utility system, cast into the floors slabs on a six-foot module, keeps miles of wiring for 1,200 telephones and all electrical outlets entirely out of sight for the life of the building. It permits outlets to be relocated as often as desired without requiring costly structural changes or leaving unsightly exposed wires on baseboard or floors.

- A pneumatic tube mail handling system with an automatic distribution unit delivers mail from the mail room to and between 10 mail stations located throughout the center. The distribution unit, located in the mechanical penthouse, sorts the pneumatic tube mail capsules according to their coding and shunts them into the proper delivery tube.

The 12-million dollar structure, begun in 1960 and completed in 1962, is located on a 180-acre woodland tract which overlooks the Wayne Township reservoir now being developed. The design recognizes the need to double the size of the facility, eventually to accommodate corporate growth and the master site plan provides for a number of additional building units to be located along the crest of the ridge and conforming to the curvilinear design already established.

costs

**case and company study
finds that architects'
production expenses have
risen far more proportionately
than the fees they charge
their clients**

A management consultant firm conducting a study of the cost of architectural services reported at the recent annual convention of The American Institute of Architects, that (1) the cost of such services has gone up sharply, (2) the profits of architectural firms have dropped sharply, and (3) clients of architectural firms are demanding "much more complicated and sophisticated service." The study, entitled "Comprehensive Study of the Cost of Architectural Services," is being performed by Case and Company for the AIA.

The study involved collecting and analyzing confidential cost and profit information from 223 architectural firms in 47 states, as well as cost and profit details for 1,150 projects recently completed by these firms.

The preliminary findings included the following:

1. There was a sharp increase in the direct costs of performing architectural services from 1960 to 1966, and there was a steady rise in the cost of outside consulting services from 1950 until 1966. Overhead has been maintained at a relatively stable level despite significant increases in the pay scales of employees in the architect's office.
2. The pretax income or profit of the average architectural firm has declined from 22.6 per cent of total gross receipts in 1950, to 17.8 per cent in 1955, to 15.8 per cent in 1960, to 9.2 per cent in 1966.
3. Last year, one architectural firm out of 12 suffered a loss for the year's work—a loss averaging about five per cent of annual gross income. And on the average, architects are currently losing money on one project out of four.
4. Despite recognized disadvantages involved in using construction cost as the basis for compensating architects for professional services, this method was used in 84 per cent of the projects analyzed.
5. By comparing the **Engineering News-Record** building cost index with pay rates for direct and indirect services of architectural firm employees, it was found that the building cost index has risen 13 per cent since 1960, but pay rates have gone up 25-44 per cent. Case and Company called this an "excellent example of the price-cost squeeze which is plaguing the architect."
6. Nine out of 10 architects say their clients now demand much more complicated and sophisticated service than they did 10 years ago. These demands include increased risks, increased liability, increased programming, and increased engineering.

Today's architects thus face a serious dilemma, and are asking such questions as:

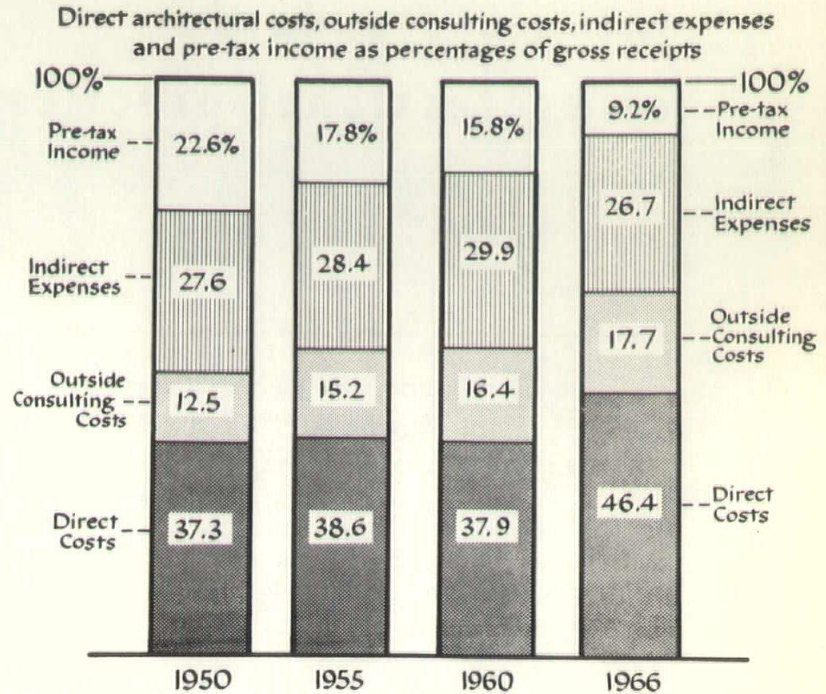
How can I provide clients with attractive, functional and sound buildings within their budget limitations? How can I maintain a high quality of design in spite of constantly rising costs for

services and materials? How can I manage my practice so that monetary return is proportionate to my investment of time, money and effort—plus the value to my client of my skill and knowledge?

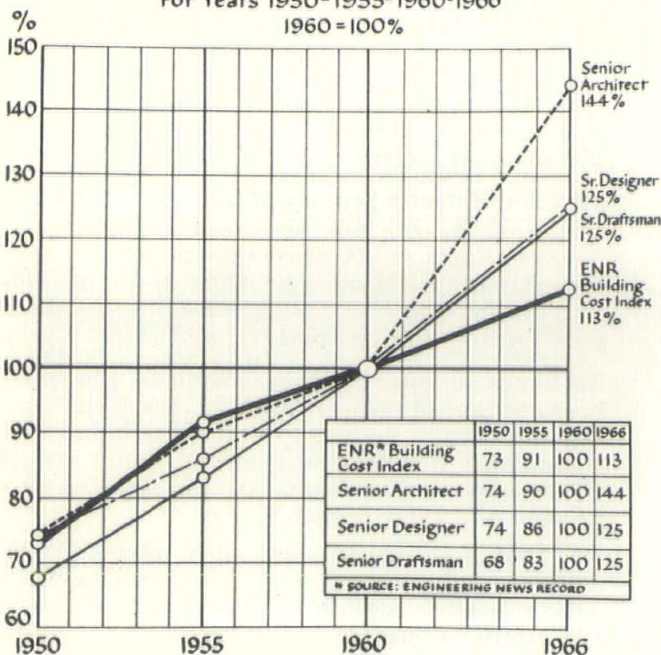
It was noted that there are no quick or easy answers to these questions, but it said that the survey has identified areas where there is a need for remedial measures. These areas are:

1. Overcoming the pressures of the profit squeeze—budgeting job time, controlling costs and expenses, pricing services, and using technical manpower effectively.
2. Determining better and more equitable methods of compensation for architectural services.
3. Deciding to what extent architects should provide some or all of the services for which they now engage outside consulting services.
4. Planning "profit" into architectural practice—into each project and every year's operations.
5. Educating clients and the public in what architects do, how they do it, and how they earn their fees.
6. Devising an "information bank" where architects can quickly obtain up-to-date facts, figures and trends pertinent to "running the office," such as costs, policies, employee benefits, methods and techniques.

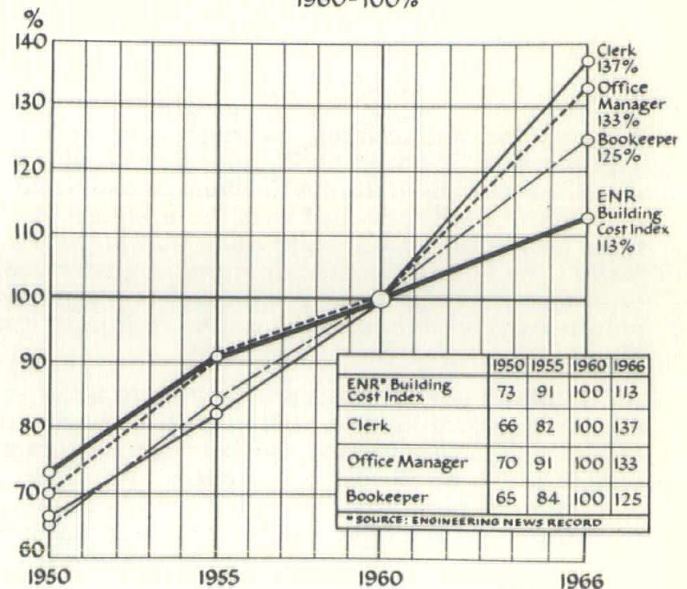
Further details on this study will be made available at a later date by Case and Company.



COST OF DIRECT PROFESSIONAL SERVICES
COMPARED WITH BUILDING COSTS
For Years 1950-1955-1960-1966
1960=100%



COST OF INDIRECT SERVICES
COMPARED WITH BUILDING COSTS
For Years 1950-1955-1960-1966
1960=100%



the aia standards of professional practice

The following Provisions of the Bylaws of The Institute form the basis for all disciplinary actions taken under the Standards of Professional Practice:

CHAPTER 14, ARTICLE 1, SECTION 1 (c)

Any deviation by a corporate member from any of the Standards of Professional Practice of The Institute or from any of the rules of the Board supplemental thereto, or any action by him that is detrimental to the best interests of the profession and The Institute shall be deemed to be unprofessional conduct on his part, and ipso facto he shall be subject to discipline by The Institute.

PREFACE

0.1 The profession of architecture calls for men of integrity, culture, acumen, creative ability and skill. The services of an architect may include any services appropriate to the development of man's physical environment, provided that the architect maintains his professional integrity and that his services further the ultimate goal of creating an environment of orderliness and beauty. The architect's motive, abilities and conduct always must be such as to command respect and confidence.

An architect should seek opportunities to be of constructive service in civic affairs, and to advance the safety, health, beauty and well-being of his community in which he resides or practices. As an architect, he must recognize that he has moral obligations to society beyond the requirements of law or business practices. He is engaged in a profession which carries important responsibilities to the public and, therefore, in fulfilling the needs of his client, the

architect must consider the public interest and the well-being of society.

0.2 An architect's honesty of purpose must be above suspicion; he renders professional services to his client and acts as his client's agent and adviser. His advice to his client must be sound and unprejudiced, as he is charged with the exercise of impartial judgment in interpreting contract documents.

0.3 Every architect should contribute generously of his time and talents to foster justice, courtesy, and sincerity within his profession. He administers and coordinates the efforts of his professional associates, subordinates, and consultants, and his acts must be prudent and knowledgeable.

0.4 Building contractors and their related crafts and skills are obligated to follow the architect's directions as expressed in the contract documents; these directions must be clear, concise, and fair.

OBLIGATIONS

1. To the Public

1.1 An architect may offer his services to anyone on the generally accepted basis of commission, fee, salary, or royalty, as agent, consultant, adviser, or assistant, provided that he strictly maintains his professional integrity.

1.2 An architect shall perform his professional services with competence, and shall properly serve the interests of his client and the public.

1.3 An architect shall not engage in building contracting.

1.4 An architect shall not use paid advertising or indulge in self-laudatory, exaggerated, misleading

or false publicity, nor shall he publicly endorse products or permit the use of his name to imply endorsement.

1.5 An architect shall not solicit, nor permit others to solicit in his name, advertisements or other support toward the cost of any publication presenting his work.

1.6 An architect shall conform to the registration laws governing the practice of architecture in any state in which he practices, and shall observe the customs and standards established by the local professional body of architects.

2. To the Client

2.1 An architect's relation to his client is based upon the concept of agency. Before undertaking any commission he shall determine with his client the scope of the project, the nature and extent of the services he will perform and his compensation for them, and shall provide confirmation thereof in writing. In performing his services he shall maintain an understanding with his client regarding the project, its developing solutions and its estimated probable costs. Where a fixed limit of cost is established in advance of design, the architect must determine the character of design construction so as to meet as nearly as feasible the cost limit established. He shall keep his client informed with competent estimates of probable costs. He shall not guarantee the final cost, which will be determined not only by the architect's solution of the owner's requirements, but by the fluctuating conditions of the competitive construction market.

2.2 An architect shall guard the interest of his client and the rights of those whose contracts the architect

administers. An architect should give every reasonable aid toward a complete understanding of those contracts in order that mistakes may be avoided.

2.3 An architect's communications, whether oral, written, or graphic, should be definite and clear.

2.4 An architect shall not have financial or personal interests which might tend to compromise his obligation to his client.

2.5 An architect shall not accept any compensation for his professional services from anyone other than his client or employer.

2.6 An architect shall base his compensation on the value of the services he agrees to render. He shall neither offer nor agree to perform his services for a compensation that will tend to jeopardize the adequacy or professional quality of those services, or the judgment, care and diligence necessary properly to discharge his responsibilities to his client and the public.

3. To the Profession

3.1 A member shall support the interests, objectives and Standards of Professional Practice of The American Institute of Architects.

3.2 An architect shall not act in a manner detrimental to the best interests of the profession.

3.3 An architect shall not knowingly injure or attempt to injure falsely or maliciously the professional reputation, prospects, or practice of another architect.

3.4 An architect shall not attempt to supplant another architect after definite steps have been taken by a client toward the latter's employment. He shall not offer to undertake a commission for which he knows another architect has been employed, nor shall he undertake such a commission until he has notified such other architect of the fact in writing, and has been advised by the owner that employment of that architect has been terminated.

3.5 An architect shall not enter into competitive bidding against another architect on the basis of compensation. He shall not use donation or misleading information on cost as a device for obtaining a competitive advantage.

3.6 An architect shall not offer his services in a competition except as provided in the Competition Code of The American Institute of Architects.

3.7 An architect shall not engage a commission agent to solicit work in his behalf.

3.8 An architect shall not call upon a contractor to provide work to remedy omissions or errors in the contract documents without proper compensation to the contractor.

4. To Related Professionals

4.1 An architect should provide his professional employees with a desirable working environment and compensate them fairly.

4.2 An architect should contribute to the interchange of technical information and experience between architects, the design profession, and the building industry.

4.3 An architect should respect the interests of consultants and associated professionals in a manner consistent with the applicable provisions of these Standards of Practice.

PROMULGATION

5.1 These Standards of Professional Practice are promulgated to promote the highest ethical standards for the profession of architecture. Thus the enumeration of particular duties in the Standards should not be construed as a denial of others, equally imperative, though not specifically mentioned. Furthermore, the placement of statements of obligation under any category above shall not be construed as limiting the applicability of such statement to the group named, since some obligations have broad application, and have been positioned as they are only as a matter of convenience and emphasis. The primary purpose of disciplinary action under these Standards of Professional Practice is to protect the public and the profession.

3.9 (Deleted by the 1967 Convention).

3.10 An architect shall not be, nor continue to be, a member of a firm or organization or an employee of an individual, firm or organization which practices in a manner inconsistent with these Standards of Professional Practice. (Amended by the 1967 Convention).

3.11 Dissemination by an architect, or by any component of The Institute, of information concerning judiciary procedures and penalties, beyond the information published or authorized by The Board or its delegated authority, shall be considered to be detrimental to the best interests of the architectural professional.

4.4 An architect should recognize the contribution and the professional stature of the related professionals and should collaborate with them in order to create an optimum physical environment.

4.5 An architect should promote interest in the design professions and facilitate the professional development of those in training. He should encourage a continuing education, for himself and others, in the functions, duties, and responsibilities of the design professions, as well as the technical advancement of the art and science of environmental design.

5.2 Since adherence to the principles herein enumerated is the obligation of every member of The American Institute of Architects, any deviation therefrom shall be subject to discipline in proportion to its seriousness.

5.3 The Board of Directors of The American Institute of Architects, or its delegated authority, shall have sole power of interpreting these Standards of Professional Practice and its decisions shall be final subject to the provisions of the Bylaws.

NOTE: This 1965 edition of the Standards of Professional Practice differs from the 1964 edition only in the wording of Paragraph 3.1. The 1964 edition was a complete revision of the previously existing document.

west jersey career day 1967



Standing inside of the uncompleted sanctuary, architects Oliver, Kolbe and Hassinger at the left survey their youthful charges. You will notice that many of the young people are holding a copy of the drawings of the building which were made available to them by the Architect.

The West Jersey Society has come up with what we consider a unique innovation for the usual high school Career Day: take the prospective architectural students to the job site, the drafting rooms of an architect's office, and wrap-up the day with a tour of a completed building.

The results of this pilot program are summed up as a tremendous success by all involved. The high school juniors and seniors were really impressed by the work of the architect and his team. Just as important, the high school guidance counselors who accompanied us on the bus tour were so enthusiastic, that now we view this type of Career Day as a **must** date on our calendar.

The West Jersey Society program evolved as a turnabout to the usual Career Day participation. Over the past few years there have been up to eight requests annually for participation by the



There is a lot more to architecture than pretty pictures and soaring buildings. The young people on Architects Day have a real chance to see below the surface of architecture.

schools in our area. However, it seemed there were only a limited number of students in each school who were interested in exploring architecture as a profession, and the schedule made it impossible to really spend any time with them.

Early in 1967, instead of waiting for schools to contact us, we sent letters to 36 secondary schools in Burlington, Camden and Gloucester counties outlining our plan. Eight schools said they would cooperate, and among them sent 32 students. Others, unable to participate in the first program, asked instead that they be placed on the list for next year. Of the tour students, eight were already accepted at five different schools of architecture, and the Career Day activities were a preview of what lay ahead for them.

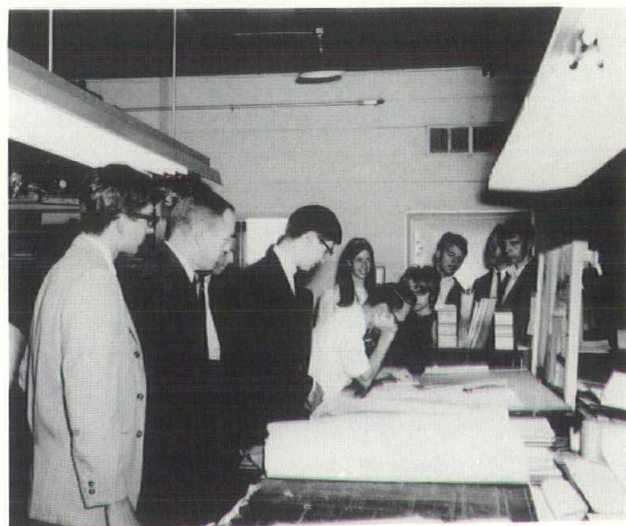
It was decided ahead of time to keep the day as simple as possible, because of the number involved, and the different locations we would visit. At 8:30 a.m., Jack Oliver, president of West Jersey Society, Edward Kolbe, Career Day chairman, and myself, met the students and guidance personnel at Haddonfield High School, chosen because of its central location. A slide presentation and the AIA film, "Architecture as a Career" started the program, and was followed by discussion and a question and answer period.

Next step was to board a rented bus that would take us to the \$2-million Temple Beth El worship and educational facility under construction in Cherry Hill designed by the office of Harold

Wagoner, AIA, of Philadelphia. Here the building concept was explained, and students were given preliminary plans to relate to the building as they toured it in small groups accompanied by an architect.

After seeing the results of what the practitioner does, the next step was to show the youngsters where it is done. For more than an hour the group visited the offices of Thomas, Kolbe, Thomas and Poponi. This was followed up with a visit to an automobile showroom recently completed by the firm.

We found this way of handling Career Day extremely worthwhile in establishing a personal rapport with students and school officials. We also learned some valuable lessons for planning the next one. The feeling is that the day should be oriented only to sophomores and juniors, and not seniors since they have already made career choices. Another thought is to schedule Career Day in the fall before the students start sending

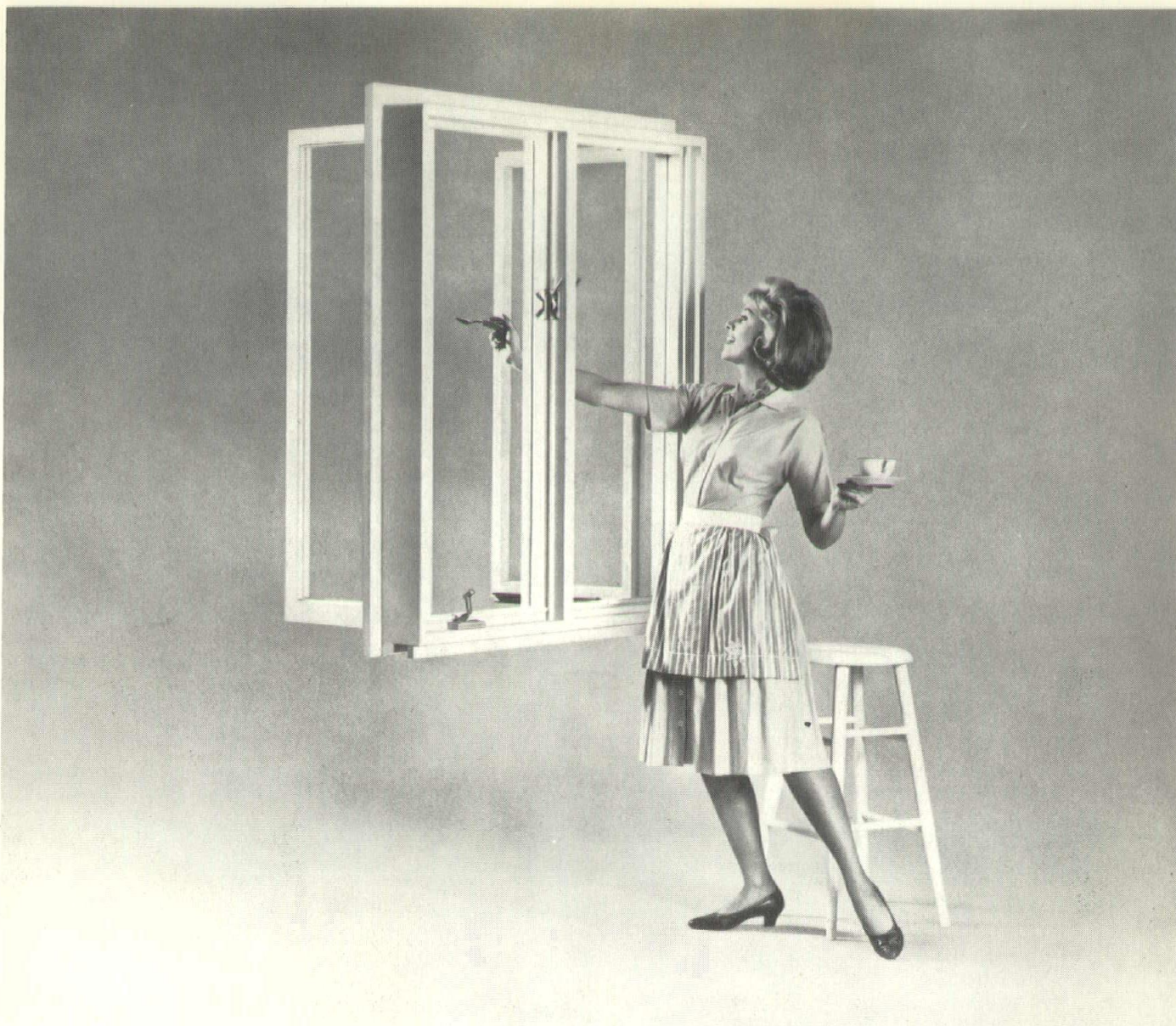


Architect John Kehr of the West Jersey Society explains to the visiting young people the function of working drawings and the techniques of their execution.

in applications to colleges. Another lesson we learned of vital importance to anyone planning this type of activity: Make sure that liability for the tour of a construction site is determined beforehand. The job superintendent required this from the architect's office when we reached the Cherry Hill project.

Career Day the West Jersey Society way is a success. It was a lot of work, involved a lot of people, but will pay off years from now in the growth of our profession. We architects agreed, too, that the kids are sharp and already knew a lot about the profession before the tour. We probably learned as much from them about different things, as we hope they learned about architecture from us.

by Herman A. Hassinger, AIA



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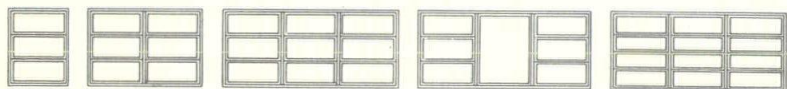
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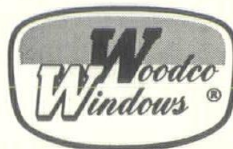
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